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PATENT

Attorney Docket No. 21651.3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Dockery, et al.

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CPA of Serial No.: 08/813,852

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Filed: March 7, 1997

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Examiner: F. Bartuska

For: SYSTEM AND METHOD FOR
PROMOTING STORES AND
PRODUCTS

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Group Art Unit: 3652

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PRELIMINARY AMENDMENT

Assistant Commissioner for Patents
Washington, D. C. 20231

Dear Sir:

Prior to the initial examination of the above-identified application, please amend the application as follows:

In the Specification:

On page 2, line 3, change "singular" to -- singularly --.

On page 16, line 6, change "Fig. 4" to -- Fig. 4A --.

On page 16, line 19, change "March" to -- December --.

On page 16, line 28, change "Fig. 4" to -- Fig. 4B --.

On page 17, line 7, change "Fig. 4 shows" to -- Figs. 4A and 4B show --.

In the Claims:

Cancel claims 2, 3, 5-9, and 11-16 without disclaimer or prejudice, and amend the claims as follows:

1. (Twice Amended) A method for promoting sales of a product carried in a store, the method comprising the steps of:

collecting information about the product[;], the collected information pertaining to practical uses or advantages of the product;